

# COHEN'S MID-AUTUMN SURPRISE SALE.

Richmond's Big Store has prepared for to-morrow another of their wonderful Monday surprise sales. Not only are we adding new departments which our trade requires, but in addition the stock of every one of the other departments has been increased from 25 to 50 per cent. We find the increase necessary in order to give you the more ample choosing, but what is more important to enable us by larger buying to make better prices. We were never in a better position to offer price inducements than now, and we can save you enough to make it the best investment you ever had for the money.

We pay charges on all purchases of \$5 and over to any part of Virginia and North Carolina.

Your money back if you are not satisfied is an incontestable guarantee.

## HOSIERY.

Sale of 300 dozen Misses' Black Ribbed Seamless Stockings, sizes 5 to 10, 9c. a pair.

15c. for Misses and Boys' Full Regular Made in U.S. Stockings, all sizes.

12c. for Boys' Extra Heavy Ribbed best 10c. Seamless Stockings.

25c. for the Wayne Knit Guaranteed Stockings, in all weights and styles, for women, boys and girls.

10c. for Women's White-Foot Seamless best 12c. Stockings.

12c. for Women's Black Fine Gauge Cotton and Gauge Lisle Stockings, full seamless and extra spliced.

20c. for Black Lisle 50. Im. or 10c. Hose, pure Lisle thread, handsome open designs.

## Greatest Silk Values of the Year.

Some Are Worth Nearly Double.

We got these Silks at a third to a half less from a manufacturer who had to sell. They are the cream of this year's manufacture for the fall and winter business. The values given are absolutely true prices, at which these same silks sold this year. It makes your silk money go nearly twice as far. We do not intend to carry a yard of them over, and we cannot duplicate them.

36-inch Pure Silk Black Taffeta 85c. grade, for 67½c.

30-inch Guaranteed Black Taffeta, 1.29 grade, for 75c.

38-inch Kid Finished Guaranteed Black (Lyon's make) Taffeta, 1.50 grade, for 98c.

Pure Silk Black Beau de Sole, 60c. grade, for 39c.

Pure Silk Black Imperial Beau de Sole, 21 inches wide, 55c. grade, for 50c.

Black All Silk Taffetas, 50c. grade, for 20c.

20-inch Guaranteed Black Taffeta, 75c. grade, for 40c.

Handsome Corded Black Taffeta, 48c. grade, for 35c.

27-inch Pure Silk Black Taffeta, 79c. grade, for 45c.

Extra Heavy 21-inch Black Beau de Sole, 51 quality, for 60c.

27-inch Pure Silk Black Beau de Sole, 1.19 quality, for 70c.

36-inch Heavy Black Beau de Sole, pure silk, 1.39 quality, for 89c.

27-inch Black Louisiana, beautiful luster, 1.25 grade, for 85c.

20-inch Black Louisiana, 75c. quality, for 44c.

Black Duchess Satin, 20 inches wide, guaranteed pure silk, 75c. grade, for 39c.

White, Black and Solid-Colored Pure Silk Duchess, 1.25 grade, for 60c.

Fancy Plaids and Check Silk, 89c. ones, for 44c.

Striped, Embroidery and Pin Dot Taffetas, worth 1.19 and 51. for 60c.

Handsome Pure Silk Duchess Satin, in popular colors, 27 inches wide, 51 quality, for 50c.

Full line Pure Silk Crepe de Chine, all colors and white, 51 grade, for 60c.

Pure Silk Pongees, every new popular color, worth 50c., for 25c.

Moire Taffetas, pure silk, this season's latest design, 1.50 grade, for 89c.

27-inch White Habutai Wash Silk, for 20c.

Modes Patterns are the best we could find. Once you commence them you'll use no other. Price, 10c.

## BARGAIN HINTS

picked from Notion Thoroughfare, Main Floor.

1,300 yards Black Mercerized Satteen Linings, best 25c quality, at 12½c. a yard.

5 gross Palm Soap, large cakes, 1-14c. each.

Hand Necklaces, 25c. and 35c. ones are 15c.

Black, Pink and Blue Satin Taffeta Ribbons, 3¼ inches wide, good quality, at 10c. a yard.

500 Alpine Clocks for halls or dens, 40c. each.

All Colors Mercerized Embroidered Cotton, 5c. spools for 3c.

Needle Cases, 5 papers of needles and darning needles, all for 3c.

25 Initial Belt Pins, 10c.

5-inch wide Black 3½c. Satin Taffeta Ribbon, 25c. yard.

Gray Lining Jeans, 4-14c. a yard.

One table of Ladies' Belts, patent leather, all colors and some 2c. Silk Belts, all for 10c. each.

Stillman's Freckle Cream 37c. a box.

Madam Ruppert's Face Bleach, \$1.00 a bottle.

Women's Black and Colored Chiffon Vests with hemstitched borders, 1½ yards long, for 50c. a veil.

10 pieces of 2c. Black Net Veilings, 10c. a yard.

Red and Blue Automobile Bags with card case and pocketbook, cheap at 75c., special, 50c. each.

Krusius Scissors, large size only, best 50c. Dinosaur set, special 25c. a pair.

## Cohen's Optical Department

Is Here to Stay. It's Not an Experiment.

We are prepared to fill any prescription and do all kinds of repairing. You will find our prices the least. It costs you nothing to have your eyes examined. Try it and satisfy yourself.

Rubber Eye-Glasses, Plano convex lenses, 10c.

Celluloid Eye-Glasses, stationary guards, double convex lenses, 25c.

Goldin Spectacles, straight temples, also riding bows, eye-glasses off-set, adjustable and stationary guards, convex lenses, 25c.

Nickel Plated Eye-Glasses and Spectacles, periscope lenses, 50c.

Skeleton Eye-Glasses, patent Fox guards, cork or shell clips, periscope lenses, hole for cord, 60c.

10-kt Gold Filled Spectacles or Eye-Glasses, will wear like solid gold, all style guards, periscope centered lenses, \$1.

## COHEN'S MILLINERY DEP'T.

has some beautiful Shirt-Waist Hats, made of cloth and velvet, with quills and wings, \$2 to \$4.50.

Chenille Pompons for shirt-waist hats—in all colors—50c. each.

## ART GOODS. Second Floor.

All the pretty new things necessary to fix up cosy corners. We have an expert who will tell you how if you don't know how to work them. Come in and see them—if you like fancy work it will be a treat for you.

Fancy Centerpieces 12x12 inches, applique, embroidery and Irish Point ample choosing, on sale Monday, each 8c.

Embroidered and Applique Pillow Shams, pretty new designs, dozens to choose from, some the 31 kind, 50c.

Handsome Applique Shams and Scarfs to match, several patterns, \$1.25.

New Lithograph and Stamped Cushion Tops, every imaginable style, backs to match, 25c.

Pretty, attractive, ready-made Cushion Tops, all linen, with large natural color, flower designs, 50c.

Handsome Silk and Velour Lambrequin, with border or all-over designs, heavy fringe, \$2.08 to \$5.75.

New Raffia Work Centerpieces and Cushion Tops, embroidered with colors of Raffia, simple but attractive, 60c. and \$1.

Fancy Table Covers, 36x36 inches, various self-colored flower designs, bordered with heavy fringe, 25c.

Stamped Linen Doyleys, Centerpieces, Shams and Scarfs, with scalloped edges, ready-embroidered, new patterns, 10c. to 70c.

Linen Tray Cloths, stamped with drawn work and fringed, 12½c.

New Mount Mellick Designs, Centerpieces and Lunch Cloths, 85c. to \$2.25.

## Fashionable Dress Trimmings.

It is gratifying to be appreciated. A shopper said this week that we have the finest lot of Dress Trimmings she ever saw in Richmond and at the least prices.

All the fashionable Braids, Drop Ornaments, Silk Fringes, and, in fact, everything necessary to make attractive the plainest costumes or wraps.

## EVERYTHING IN DRAPERIES

is a broad claim, but our showrooms on third floor will soon convince you of its truth. As to prices, we could fill a page with remarks of shoppers such as "I never saw such beautiful Curtains for the price," "The finest line in the city," etc. Come and see them whether you want to buy or not. These details will give you an idea of prices and qualities:

Real Irish Point Lace Curtains, very attractive patterns, \$3.25 value, price \$3.75 a pair.

Irish Point Lace Curtains in embossed scroll designs, very elaborate and handsome, 4 yards long, \$12.50 a pair, \$10.50 value.

Applique Lace Curtains, with wide, effective border, \$5.50 a pair.

Arabian Lace Curtains in wide, heavy borders, \$4 a pair.

Brussels Lace Curtains, four yards long, in dainty designs, \$20 value, \$16.50 a pair.

Oriental Tapestry Portieres, with wide fringe, very attractive, \$2.75 a pair.

Tapestry Portieres, in all colors, very handsome, \$8.50 a pair.

Damask Portieres, this season's new designs, special \$4.50.

Special 3½ Mercerized Brocade Portieres, \$1.75 a pair.

Handsome Velour Portieres, double faced, imported, very elegant, \$27.50 a pair, \$35 value.

Embossed Velour Portieres, solid colors, all shades and colors, \$25 a pair.

One of the very latest novelties made in Curtains is leather, with attractive borders.

Silk Velour Curtains, in solid colors and figured, \$45 a pair.

A full line of Scotch and French Madras Curtains.

Tapestry, Velour, Navajo and Chenille Table Covers, in all sizes.

Satin Brocade for furniture covering—Brocade, Damask, Rep and Tapestry—all styles and prices, for upholstery purposes.

## NEW DRESS GOODS

Fresh from the world's best markets. The test of a department store's service to shoppers is its dress goods values. Our buyer has made a study of the question, based on many years' experience. We show you Monday the results of his last selections.

### COLORED DRESS GOODS.

We give nine items of the medium and lower-priced goods to give you an idea:

English and Scotch Novelty Dress Fabrics, in all the newest and noblest colors for fall wear, 50 inches wide, for \$1.39 a yard.

French Broadcloths, in all colors and black, at 92c. a yard.

Zibeline Melange, in all the newest importations and color combinations, 36 inches wide, for \$1.48 a yard.

Extra Heavy London Twine, 1-14 yards wide in all the wanted colors, for \$1.25 a yard.

New Zibelines, with long silky nap, full double width, all colors, for 45c. a yard.

Auto Cloths, 38 inches wide, full line of colors, looks like a 50c. fabric, at 25c. a yard.

All-Wool Sicilian Suiting, 4-4 wide, every color for 30c. a yard.

Lotus Cloth, double fold, as good as any 25c. fabric, for 15c. a yard.

All Pure Wool Cheviot and Serge, full double width, at 35c. Can't be matched for less than 50c.

### BLACK DRESS GOODS.

True safe blacks at the least prices the quality will justify.

All Wool Black Voles, ranging in price from 30c. to \$1.25 a yard.

50-inch All-Wool Black Shrinked Pebble Cheviot for tailor dresses, \$1.50 a yard.

40-inch All-Wool Black Granite Cloth, 1.25 grade for 75c.

46-inch All-Wool Braided Etamine, latest novelty, \$1.50 a yard.

56-inch All-Wool Black Melton, \$1.50 grade, for 98c.

42-inch All-Wool Black Oxford Serge, 50c. a yard.

38-inch Black Melrose, 60c. quality for 45c. a yard.

44-inch All-Wool Black London Twine for 1.25 a yard.

30-inch Black Auto Cloth, 25c. a yard.

Double-Fold Black Lotus Cloth, 15c. a yard.

Black Danish Cloth 12½c. a yard.

## Some Wonderful Linen Values.

There is not a Towel want which we cannot fill, and at prices which will astonish you, considering the recent advance. Monday will be a fine Linen day for you. Every item is worth a fourth to a half more. See the Table Damask items particularly.

12½c. for the best 17c. Linen Huck Towels, size 20x40, an extra heavy weight.

10c. for the usual 12½c. Hemmed Huck Towels, yard long.

10-2-3c. for Towels 42 inches long, extra heavy and wide.

7c. for 10c. Hemmed Huck Towels.

12½c. Bleached Turkish Bath Towels, extra large size.

5c. Cotton Water Absorbent Huck Towels, large size, 500 dozen to be sold, at retail only.

50c. a yard—Hemstitched Border All Linen Table Damask, regularly 75c.

30c.—Fine All-Linen Damask Table Squares, value 75c.

25c.—Hemstitched and Open Work Linen Bureau Scarfs and Table Centers, always 35c. and 30c.

\$1 a dozen—Pure Linen Damask Dinner Napkins, our best \$1.25 number, special Monday.

21c. yard—Bleached Mercerized Table Damask, full width, large designs.

17c. yard—Turkey Red Table Damask, fast color, full width, best 25c. value.

60c. a dozen—Bleached Damask Dinner Napkins, grass bleached, 5-8 size.

## COHEN'S SECOND FLOOR

Ready-Made Garment Bazaar.

### NEW TAILOR SUITS.

Tailor Suits of fine black Thibet cloth, with tucks down front, back, belted, inverted plait button, \$15.

Finest Tailor-Made Suits of Pebble Cheviot, long blouse coats, double capes, silk stitched yoke and fancy sleeves, new skirts, \$19.48.

Tailor Suits of flake cheviot, with straight cut, coat, strapped seams, perfect hanging skirts, a good fit suit at \$12.50.

Tailor Suits of Melton cloth, in black and navy, semi-fitted coat, medium length, new plaited skirt, \$9.98.

### COATS.

Children's Full-Length Coats, with braided collars, side pockets, full sleeves, \$2.50.

Children's 3-4 Coats in blue, tan and red, box back, stitched turndown collars, very nobby, \$2.98.

Full-Length Coats from 4 to 14 years, in choice colors and styles, triple cape effect, trimmed with fancy braid, \$3.98.

Handsome Kersey Coats, with stole collars, in all the wanted shades, all sizes, \$5.

Children in Norfolk and Military styles to \$25.

Full Box Back Coats, collarless, finished with stitched straps, full sleeves, lined throughout, special, \$7.50.

35 Fine Kersey and Cheviot Coats, collarless, single or double capes, also military effect with cloth or velvet trimming, \$10.

20 Coats of Kersey and Unfinished Worsted, full and fitted back, 30 to 42 inches, \$1.15.

### INFANTS' WTA.

Children's Long and Short Cashmere Coats, silk embroidered collar, and around bottom, double lining, special, 98c.

Attractive Bedford Cord Coats, entire collar made of satin ribbon and lace, long or short, \$3.98.

Beautiful Velvet Coats (blue and black) with real Renaissance collar, \$5.98.

Stylish Cloth Coats, all colors, large stole collar, trimmed with lace medallion, sizes to 6 years, \$3.95.

Dainty Velvet Caps, silk and lace trimmed, \$1.25.

Hundreds of White Silk Caps, plain Dutch effect or elaborately trimmed with lace and ribbon, 25c.

### KID GLOVES.

Women's 2-Clasp Kid Gloves, soft, pliable, good fitting and durable, all sizes and colors, 50c. a pair.

The celebrated Sovereign Kid Gloves, well known for their wearing qualities and perfection of shape, in black, white and all of the most fashionable shades, every pair fitted, if desired, \$1 a pair.

Also a complete line of finer leathers, the perfection of Glove making, \$1.50 a pair.

### SKIRTS

Dress Skirts of cheviot, full flare, with silk trimming, regular \$3 skirts, for \$1.48.

Dress Skirts, with new designed silk bands, \$2.50.

All-Wool Cheviot Skirts, 7 gore flare, sizes to 46 inches, for \$2.50.

Handsome Dressy Skirts of granite cloth, eleven gore flare, finished with bands of silk, \$4.98.

Walking Skirts of Oxford and Black Suiting, the usual \$1.50 ones, for 75c.

Walking Skirts of Snowflake Suiting, full flare, \$2.50.

Walking Suits, of all-wool cheviot, with fancy strapped bottom, a full \$5 value for \$3.98.

Walking Skirts, of all-wool Thibet, also fancy fabrics, plaited and yoke finish, \$5.

Others to \$15.

### SWEATERS—WAISTS.

Women's New Sweaters, fancy design, red, white and navy blue, full blouse front, all sizes, for \$2.50.

Attractive and Stylish Sweaters, striped effect, various combinations, for \$3.98.

Misses' Sweaters, all kinds and colors, striped or solid, all sizes, for \$1.50 to \$2.50.

Stylish All-Silk Beau de Cygne and Taffeta Shirt-Waists, entire front with rows of hemstitching and tucks, some with medallion applique, a splendid \$5 waist, all colors and sizes, for \$3.95.

Attractive Crepe de Chine Waists, front tucked, trimmed with wood silk lace, stole collar, fancy new sleeve, all colors, for \$5.

Black Taffeta Waists, front, back and sleeves tucked, trimmed with silk croch. buttons, sizes to 44, \$3.50 waist for \$2.25.

Heavy Vesting Shirt Waists, white and neat colored designs, stylish and attractive, with large pearl buttons, for \$1.98.

### SILKES—KIMONAS.

11 Elderdown Dressing Scaques, in blue, red, gray and pink, 50c.

Dressing Scaques of ripple elderdown, fitted back, satin bound collar, all shades, \$1.10.

Kimonas of German Plannel in dainty colors, trimmed with embroidered dots, \$1.25.

Full-Length Kimonas with Persian trimmings, embroidered edges, \$1.75 and \$2.50.

### KIT PETTI-COATS.

30c. for Solid Color Red, Black and Blue Skirts.

45c. for Knit Skirts with fancy borders.

60c. for Heavy Ribbed Skirts, with combination borders.

98c. for Wool Knit, with fancy borders.

## Flannelettes; Cottons; Waistings.

All the latest seasonable novelties, with savings enough on every item to justify a long journey to Cohen's.

25c. for All-Wool Elderdown in fancy printed and solid colors, any shade.

11 3-4c. for 10-2-3c. Fleeced Lined Oxford.

25c. for Handsome Embossed Mercerized White Waistings.

15c. for 60c. and 60c. Mercerized Waistings, fancy and white, 1 to 7 yard lengths.

45c. for All-Wool Imported Waistings, solid colors and fancy plaids.

7 3-4c. for Fancy Printed Crepe Flannelettes, dark grounds.

5 3-4c. for Fancy Woven Striped Light Outings.

6 3-4c. for Double-Faced Alaskan Flannelette, light and dark grounds, desirable styles.

7 3-4c. for 12½c. and 15c. Black French Satteen.

8½c. for Dark Dress Gingham, fancy plaids, stripes, checks, etc.

## KNIT UNDERWEAR.

We have an extra large line of Underwear, because we had to buy heavily to get them at our prices. You get the advantage; do you want it? We keep Munsing's; it's the finest on the market.

25c.—Women's Extra Heavy Fleeced Vests and Pants, silk trimmed, extra large sizes.

50c.—Women's White or Natural Wool Ribbed Vests and Pants, special 75c. value.

75c.—The Harvard Mills Fine Australian Wool Ribbed Vests and Pants, regularly \$1.

75c.—Women's Scarlet Wool Medicated Vests and Pants, sizes to 40, best \$1 values.

60c.—Women's Finest Gauge Pure-Wool Vests and Pants, white or natural, \$1.50 Gauge Wool Vests and Pants. They're seconds and you get them at 60c.

10c.—Women's Fleeced Vests in sizes 7, 8 and 9, special 20c. ones.

25c.—Misses' Union Suits, drop seat. Peeler yarn, all sizes to 6.

21c.—Misses' White Ribbed Vests and Elastic Band Pants, all sizes, special 35c. value.

25c.—Infants' White Wool Ribbed Wrapper Vests, all sizes to 6, neatly trimmed and finished.

30c.—Infants' 50c. White Australian Wool Ribbed Wrapper Vests, all sizes to 6.

10c.—Children's Fleeced Ribbed Union Suits, Peeler cotton, drop seat. The Munsing Plated Ribbed Underwear for women, 50c. and 75c. to \$3. Boys' and Girls' for 50c. to \$1.50.

## CARPETS; RUGS; OIL CLOTHS.

Largest Choosing; Lowest Prices.

Do you want to Carpet four rooms at the